

RECEIVED
CENTRAL FAX CENTER

JUN 03 2009

MARTIN & FERRARO, LLP

ATTORNEYS AT LAW

17383 SUNSET BLVD, SUITE 315
LOS ANGELES, CALIFORNIA 90272Telephone
(310) 286-9800Facsimile
(310) 286-2795

FACSIMILE TRANSMITTAL**TO:****Name:** Mail Stop AMENDMENT
Group Art Unit 2623
Examiner John R. Schnurr**Firm:** U.S. Patent & Trademark Office**Fax No.:** 571-273-8300**Subject:** U.S. Patent Application No. 09/944,348
Thomas P. Ivanyi

Filed: August 31, 2001

SYSTEM AND METHOD FOR MEASURING AND
STORING INFORMATION PERTAINING TO
TELEVISION VIEWER OR USER BEHAVIOR

Attorney Docket No. 132.0005-00000

Customer No. 22882

Confirmation No.: 9772

FROM:**Name:** Amedeo F. Ferraro, Esq.**Phone No.:** 310-286-9800**No. of Pages (including this):** 3**Date:** June 3, 2009**Confirmation Copy to Follow:** NO

Message:**CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the attached Power of Attorney and Statement Under 37 CFR 3.73(b) are being facsimile transmitted to the U.S. Patent and Trademark Office on June 3, 2009.



Sandra L. Blackmon

If there is a problem with this transmission please call the sender at the number above.

The information contained in this facsimile message is privileged and confidential information intended only for the use of the addressee listed above. If you are not the intended recipient or the employee or agent responsible to deliver this message to the intended recipient, please do not use this transmission in any way, but contact the sender by telephone.